



THE BRAND | ASIA ASIA

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EXECUTIVE SUMMARY

EXECUTIVE SUMMARY

Asia Asia Restaurant & Lounge sits in an ideal location on the 6th floor of Pier 7, offering panoramic views of the stunning Dubai Marina. The concept was created by Solutions Leisure Group; the brainchild of the directors, Paul Evans & Freek Teusink.

Guests can expect an exotic and adventurous fusion of Pan Asian and Middle Eastern flavors.

Having won Highly Commended "Best Pan-Asian" at the 2016 Time Out Restaurant Awards and "Best Bar" at the 2016 Time Out Nightlife Awards, we are sure you will agree that Asia Asia would be a great addition to any portfolio.

Over the past 15 years, the Solutions Leisure Group team has worked tirelessly to become one of the leading hospitality and nightlife groups in the Middle East.

Demonstrating a proven track record of success in Egypt and the UAE, and today welcoming in excess of 100,000 customers every month across their venues.

Solutions Leisure Group conceptualises and creates successful models that work every single time, by using their wealth of experience, and no-nonsense execution and management style.





THE ASIA ASIA IDENTITY

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Opening in late 2014, Asia Asia was the most anticipated independent restaurant to open in Dubai and received acclaim across the city. Asia Asia is set apart from other venues, by both its unique fusion of Middle East & Oriental flavours and elegant décor.

The lavish Asia Asia concept takes its inspiration from the ancient Spice Route travelled by traders of old, and has been exquisitely furnished to reflect this famous journey from Asia Minor through to the Far East.

The feel is captured in the opulent, rich and far eastern interiors with gold leaf, oriental statues, bamboo and gilded birdcages providing us with the signature Asia Asia accents.

The design of the concept came from several sourcing trips across South East Asia, discovering genuine artefacts from marble foo dogs to the terracotta warriors who stand proud as guardians throughout the venue. The purpose of Asia Asia, was to create a true accessible dining destination – with beauty all around; from the décor to the food presentation.





THE ASIA ASIA EXPERIENCE

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Asia Asia targets all of our guests 5 senses...

From the moment you walk in the **AROMA** of lemongrass and white jasmine incense fill the air, evoking the fragrance of the Far East and the Orient.

The **SOUND** of temple bells greet customers in the reception area setting the scene for the magical evening ahead. Guests enjoy eclectic and ethnic beats from the Asia Asia DJ's, taking them on a sensory journey of sound from after work drinks right the way through to weekend celebrations!

The **VISUAL** aesthetics of Asia Asia aim to impress, with genuine artefacts sourced from across South East Asia. The architecture holds signature accents for any Asia Asia venue – the golden mosaic entrance tunnel being the most significant.

Guest will journey to the far east through their surroundings, inspired by the ancient spice route of old. Lighting is always set low with candle light and coloured spotlights creating ambience.

TOUCH will play a huge part in the customers subconscious, from the brightly coloured luxurious velvet cushions to the silk lining of the seating areas, the textured handmade Japanese plates and the heavy teak wood of the dining tables and door handles. Every detail is begging to be felt and experienced.

Of course, **TASTE** is the main reason why customers visit Asia Asia. Offering exotic oriental flavours, focusing on aromatic and fresh notes, expect a mix of the authentic and unique from Asia Asia. From the expertly mixed cocktails to the exciting style of pan Asian cuisine, there is nothing ordinary about Asia Asia – it will leave a memory on your tastebuds forever.

Delicious Flavours



Attention to Detail



A Beautiful Experience



THE ASIA ASIA KITCHEN

THE ASIA ASIA KITCHEN

A succulent A La Carte menu will be inspired by the authentic cuisine of the Far East with touches of the Persian & Arabic spices and methods.



Miso Salmon



Japanese Coconut Curry



Black Angus Flank Steak



Wagyu Tartare



Lobster Risotto



Blow Torched Salmon with Truffle

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Anago Yaki



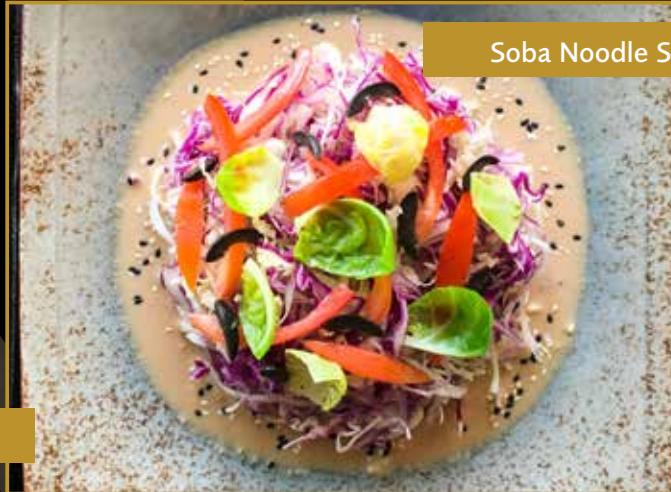
Zuke Maguro



Sushi Saturdays



Hamachi Ceviche



Soba Noodle Salad



Beef Bao Bun

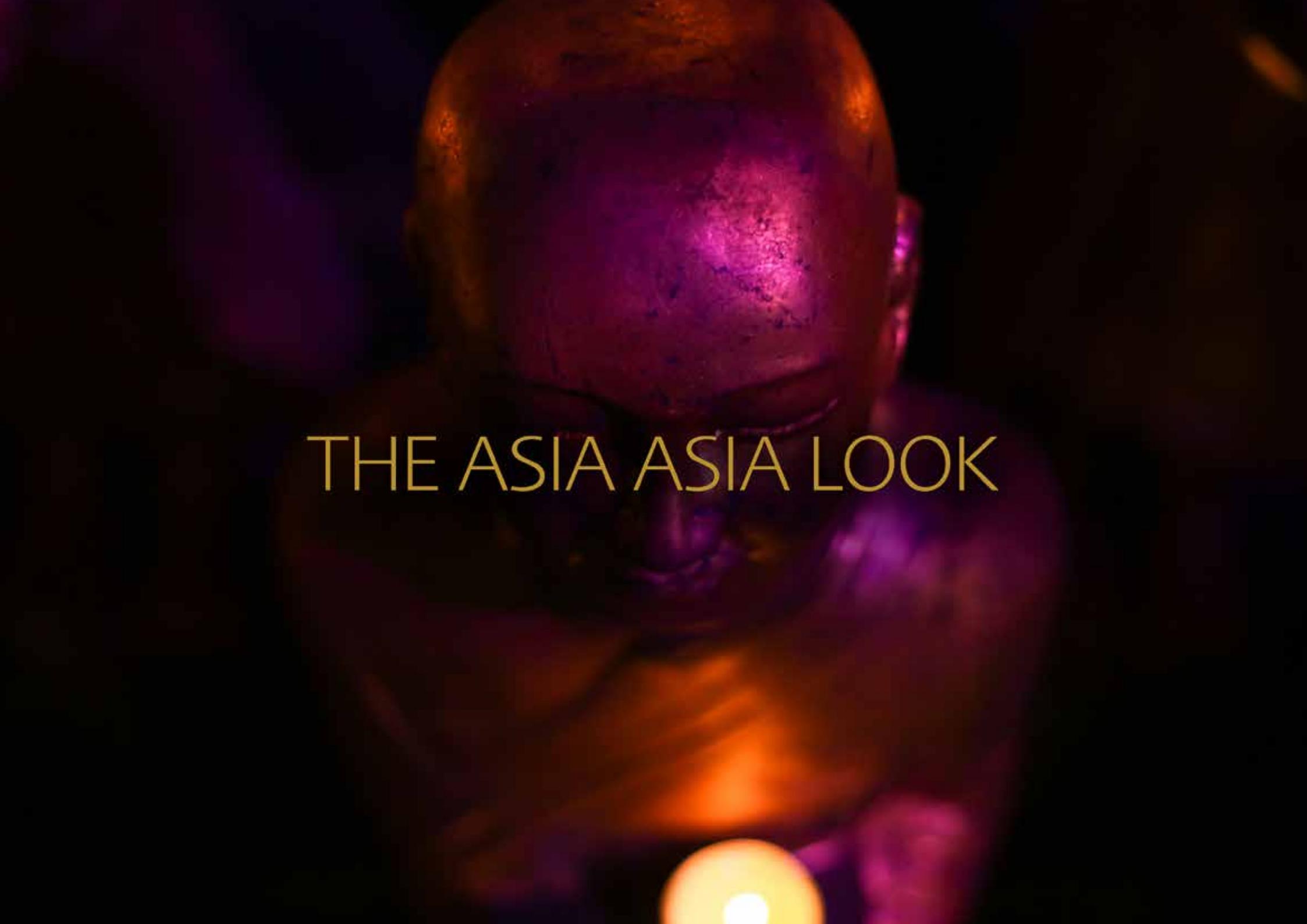


THE ASIA ASIA STAFF

THE ASIA ASIA STAFF

From the hostesses that greet guests at the entrance, to the managers and the waiting on staff; Asia Asia staff all possess that certain *je ne sais quoi*. Knowledge on gourmet food, an understanding on how to create an atmosphere and with a impeccably groomed appearance.





THE ASIA ASIA LOOK

THE ASIA ASIA LOOK

A beautiful restaurant is not just about great food; it is about engaging all of the senses to provide an overall sensory experience, with the visual impact being long lasting to the memory.

The atmosphere at Asia Asia is one of authenticity; taking you to another land of the exotic orient via the colourful fabrics, glass mosaics, asian teak, gold leaf, gilded birdcages and unique artefacts which all make up the Asia Asia signature feel.

A customer will know they are in a Asia Asia venue by the attention to detail that has been given to the surroundings. No Asia Asia will be complete without our beautiful marble Foo Dog Statues, the guardians of Asia Asia.

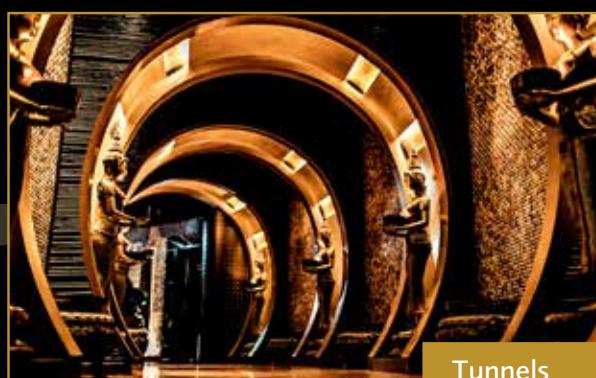
As a brand, we work with specific suppliers to source products for all of our venues.



Silk Detailing



Monks



Tunnels

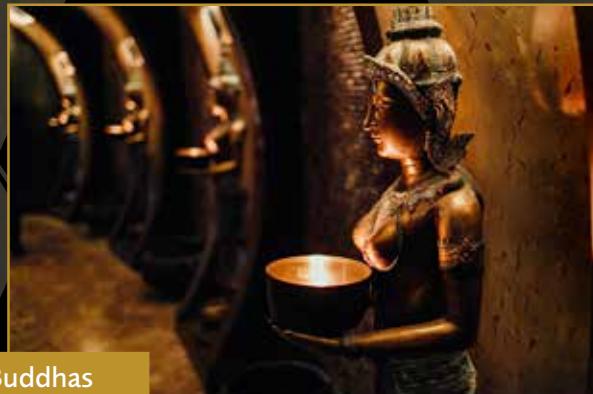


Original Artefacts



Rich Colours

Mosaics



Buddhas



Foo - Dogs



Birdcages



Warriors

OUR CUSTOMERS



"AMAZING FOOD, VIEWS & STAFF"

●●●●● **5 of 5 stars**

The views are incredible, just what you imagine from the Dubai. Asia Asia is decorated beautifully, and the staff are top quality. The food and cocktails are just divine (especially the beef truffle dim sum, woweee!)

"LOVE LOVE LOVE"

●●●●● **5 of 5 stars**

Asia Asia is a sensational restaurant and lounge. The interior is gorgeous, the ambience is fabulous, the food is scrumptious and the staff are faultless.

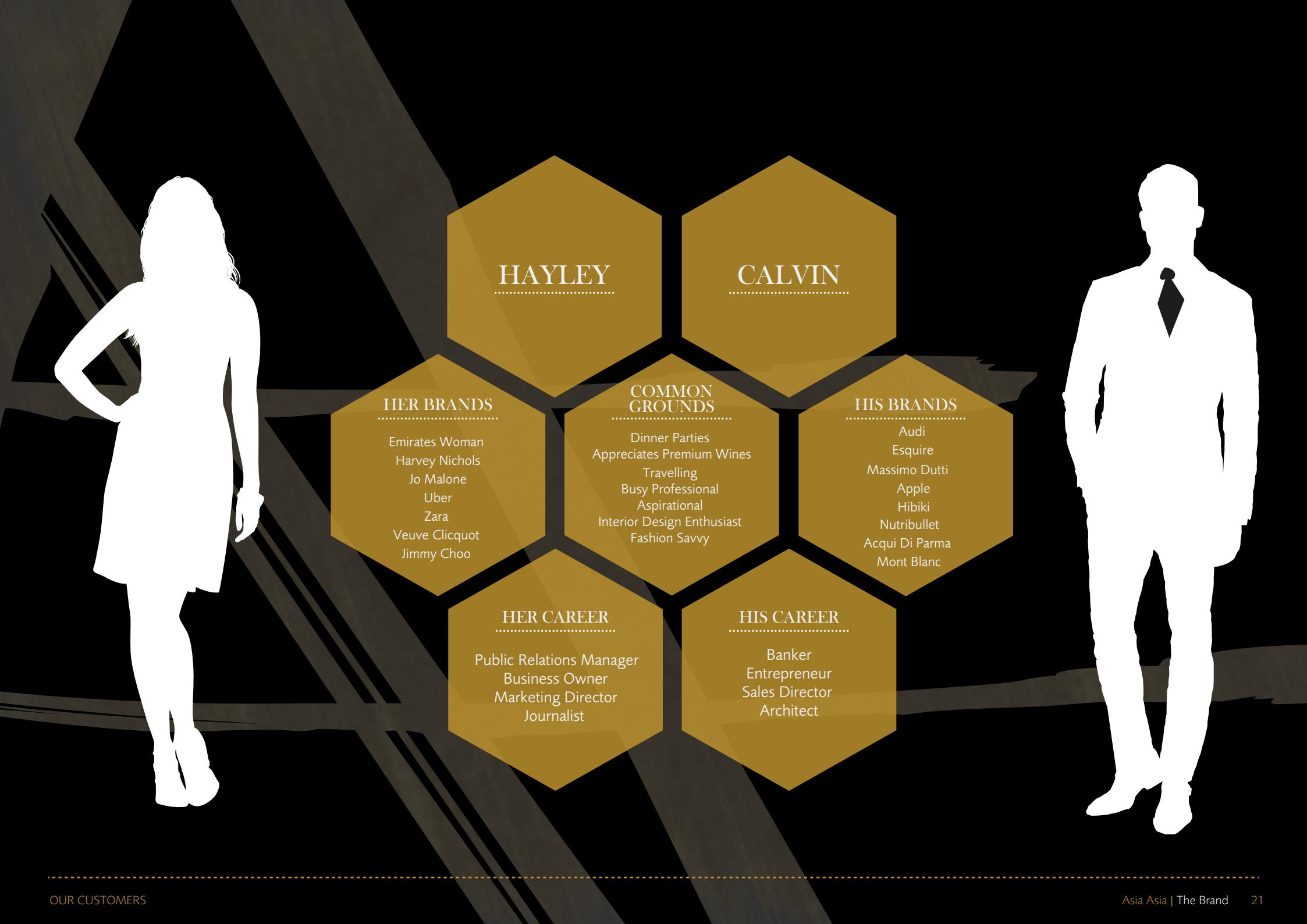


"FIRSTLY; THE SETTING FOOD AND ATMOSPHERE WERE LOVELY – BUT I'D LIKE TO GIVE A SPECIAL MENTION TO THE YOUNG MAN WHO WAITED AT OUR TABLE.

HE GAVE, I WOULD SAY, THE MOST COURTEOUS, TIMELY AND PROFESSIONAL SERVICE I HAVE ENCOUNTERED IN DUBAI AND, PROBABLY, AT ANY RESTAURANT I HAVE DINED IN – THAT INCLUDES MANY OF THE TOP RESTAURANTS IN LONDON AND NEW YORK"

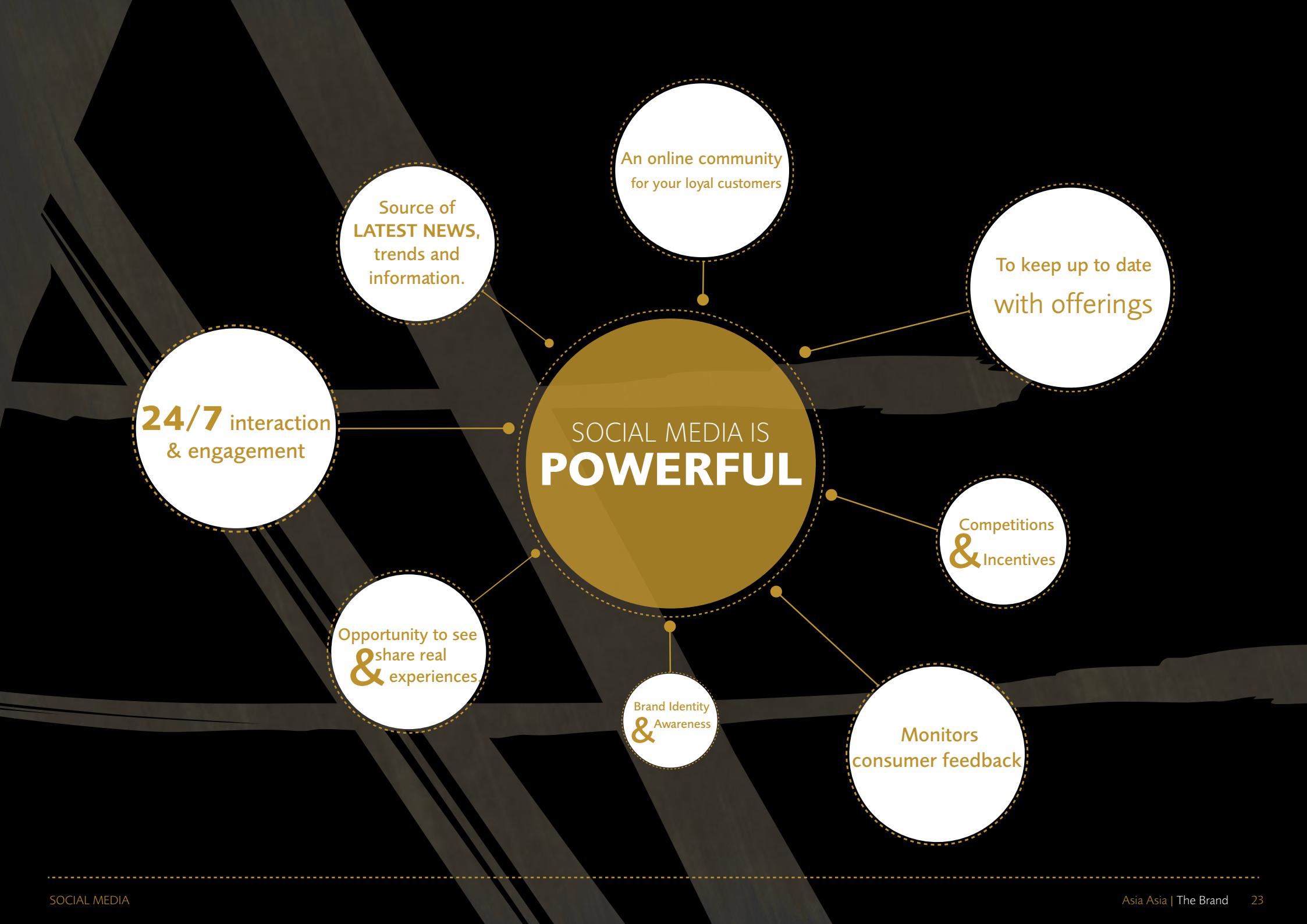
MICHAEL CHAMPION, GROUP CONFERENCE MANAGER





A woman in a masquerade mask and feathers is taking a selfie with a group of people at a party. The text "SOCIAL MEDIA" is overlaid on the image.

SOCIAL MEDIA



SOCIAL MEDIA IS **POWERFUL**

24/7 interaction
& engagement

Opportunity to see
& share real
& experiences

Source of
LATEST NEWS,
trends and
information.

An online community
for your loyal customers

To keep up to date
with offerings

Competitions
& Incentives

Brand Identity
& Awareness

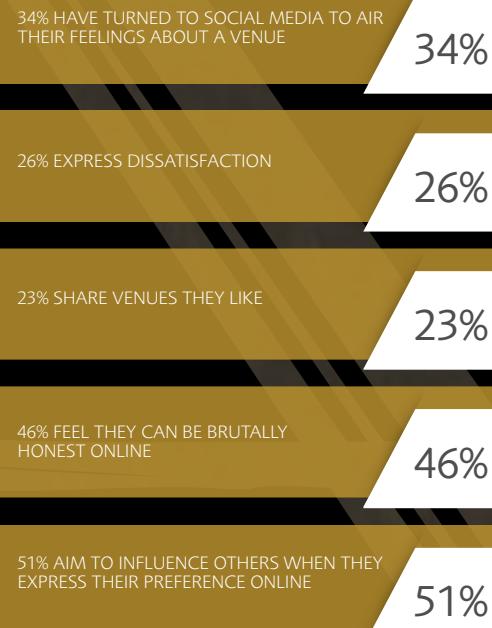
Monitors
consumer feedback

THE MODERN CUSTOMER

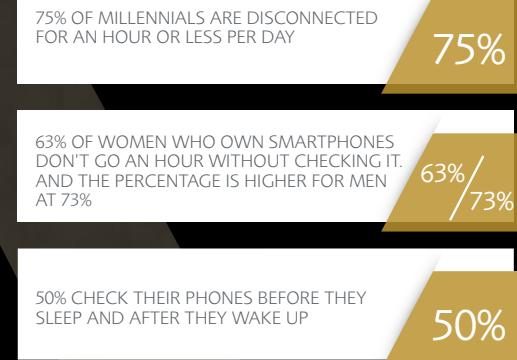
The modern customer is smart, engaged, and has almost definitely researched your brand. They are well connected and are present on many different channels and platforms; including Instagram and Facebook.

Super connected with access at their fingertips; both existing and potential customers now rely solely on social media to interact with brands.

OPINIONATED & SHARES IT

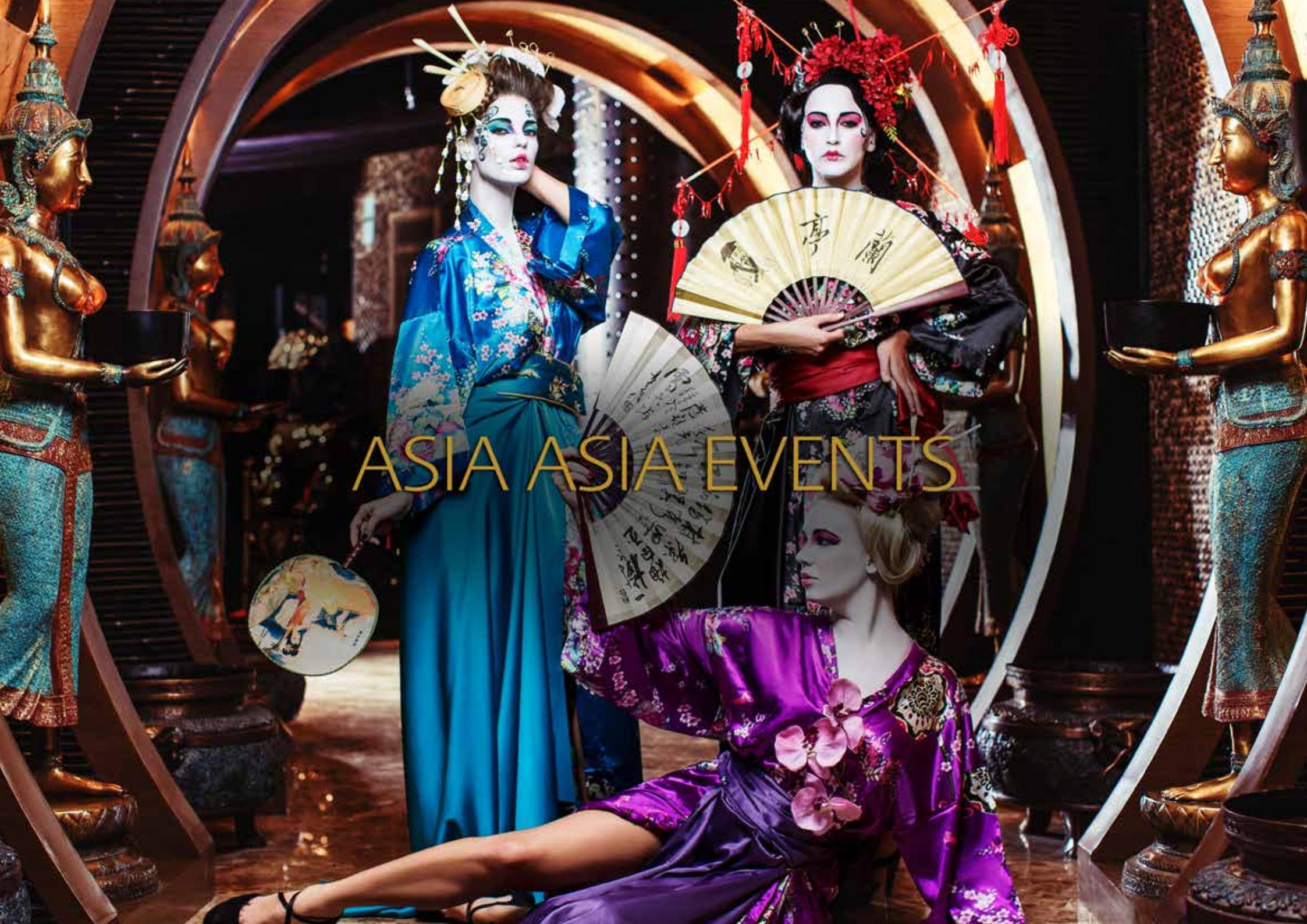


IGNORES ADS, SEEKS AUTHENTICITY



OPINIONATED & SHARES IT





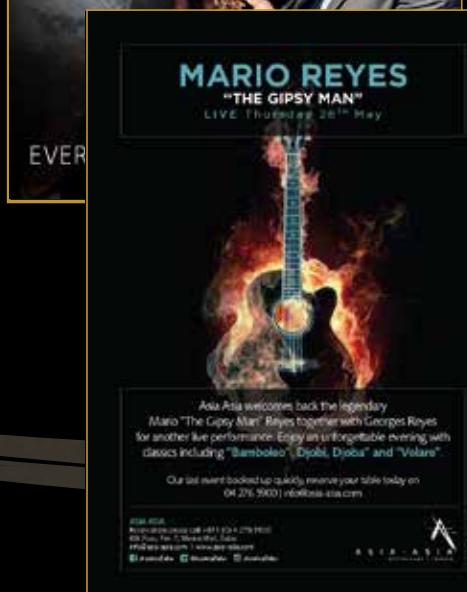
ASIA ASIA EVENTS

EVENTS

LIVE MUSIC



LIVE SAX
WITH MARCISAX



MARIO REYES
"THE GIPSY MAN"
LIVE Thursday 26th May

EVER

Asia Asia welcome back the legendary Mario "The Gipsy Man" Reyes together with Georges Reyes for another live performance. Enjoy an unforgettable evening with classics including "Bamboula", "Djed, Djed" and "Volans". Our last event booked up quickly, reserve your table today on 04 206 5000 info@asia-asia.com

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Available. Bookable. Available.

ANNUAL EVENTS



ASIA ASIA
CELEBRATES ITS 1ST BIRTHDAY IN STYLE



CELEBRATE NEW YEAR'S EVE 2015
Join us in the ASIA ASIA lounge for electrifyingly live entertainment from the awesome female duo, *high in heels* DJ Box and Vocalist Liz Jai.

Early Bird Prices starting from 499 AED
OPEN BAR

ASIA ASIA
Reservations please 6th Floor, Per 7, Interlace, 20th Flr
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Available. Bookable. Available.

GASTRONOMICAL EXPERIENCES



THE SPICE ROUTE
BRUNCH



Sushi Saturdays
Spend AED 1000 or more and receive a complimentary Sushi & Sashimi platter, with a choice of 10 pieces. Enjoy a variety of Sushi & Sashimi from the Sushi Bar. ASIA ASIA
Reservations please 6th Floor, Per 7, Interlace, 20th Flr
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Available. Bookable. Available.

SUSHI
SATURDAYS

Come with a group of 4 or more and receive a complimentary Sushi & Sashimi platter, with a choice of 10 pieces. Enjoy a variety of Sushi & Sashimi from the Sushi Bar. ASIA ASIA
Reservations please 6th Floor, Per 7, Interlace, 20th Flr
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Available. Bookable. Available.

COCKTAILS WITH FRIENDS



GO GEISHA
LADIES NIGHT



AFTER WORK WARRIOR
AT ASIA ASIA

2 FOR 1
SATURDAY TO WEDNESDAY, 5 - 8PM*

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Available. Bookable. Available.

A woman with dark hair and makeup, wearing a vibrant blue kimono with a colorful floral and animal print, stands in a dark, atmospheric setting. She is holding a brown leather belt with a large buckle. The background is dark, with a warm glow from a lamp on the right and a city skyline at night visible through a window on the left.

MARKETING

MARKETING

Solutions Leisure has an in-house Marketing & PR team that promotes all of our venues. This team is responsible for all out-going marketing and communication of the brands.

Currently our customer database across the group stands at approx. 70,000 and our social media fans comes in at well over 300,000 genuine followers.

Our team is headed up by a Sales & Marketing Director who is supported by a PR & Communications Manager, Social Media Manager and a Senior Creative Designer. All of whom bring to the table over 30 years of experience and passion.

However, with all of that being said, the number one form of marketing that the group uses today is our customer, who through word of mouth and their activity on social media brings us more business than any other medium.



MISSION STATEMENT

Asia Asia is more than a luxury brand, it is a true experience that leaves a lasting impression on its guests. Attention to detail is our forte, it is what separates Asia Asia from the crowd.

This winning formula coupled with a proven, professional and highly effective management team is a recipe for success.

Our objective is the creation of a high yielding, long-lasting, fresh and unique restaurant & lounge brand of a premium caliber.

In the not too distant future we would like to see several Asia Asia venues across the global market. Each offering a unique and beautifully crafted alternative to the already over saturated presence of existing high-end asian inspired brands.

We hope this document has given you a good insight into the group's overall ethos and helped you to understand the Asia Asia brand.



CONTACTS

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ASIA · ASIA

RESTAURANT | LOUNGE

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